

# Challenges and Opportunities for Media Industry under the Background of Big Data

Mai Liying

Media Academy, Xi'an Peihua University, Xi'an 710125 China

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**Abstract:** With the rapid development of information technology, China has entered the era of big data information. Under the background of big data, every industry in our country is facing unprecedented challenges and corresponding opportunities. Even in many industries, the application of big data technology has a very strong impact on the industry. But while we are facing difficulties and challenges, opportunities also arise. Under the background of big data, many industries quickly grasp the opportunity of full development of the times, and truly realize the comprehensive revival of the industry as a whole. Today, the application of big data technology has brought a very strong impact on the media industry, which also leads to the media industry in the development process of the present era must change the original mode of operation. At the same time, big data technology has brought effective development space to the media industry, making the construction and development of big data business model an important direction for the future development of the media industry. This paper will make a careful analysis of the challenges and opportunities faced by the media industry in the context of big data.

## 1. Introduction

The arrival of the era of big data represents that the development of information technology in our country has entered an explosive stage. Today, with the explosive development of information, the application of big data technology can better ensure that the industry can accurately find the information it wants in the process of development. With the rapid development of big data technology, every industry in China is combining big data technology with its own industrial chain. This has promoted the rapid development of industries and enterprises. With the emergence of opportunities, many industries are also facing very important challenges and opportunities. In the development process of media industry, because of its unique operation mode, when the era of big data comes, it must be combined with big data technology in a deep level. Therefore, the media industry must improve its own mode of operation.

## 2. Concept of big data age

With the rapid development of today's society, science and technology are gradually developed, information transmission and transmission has reached an unprecedented speed, which also leads to people in the process of communication more and more frequent, more and more close, life is becoming more and more convenient, and big data is the product of the era born in the context of the characteristics of the development of this era. Big data is generally used to describe a company or an enterprise to create a large number of structured or semi-structured data, and in the context of today's rapid development of information era, big data technology can better use its own advantages to provide more convenient information services for people, the arrival of the big data era also marks the development of our society in the process of ushering in. A new stage of development<sup>[1]</sup>.

## 3. Characteristics of the big data age

One of the most obvious characteristics of the big data era in the development process is the

huge amount of data. The big data era is the product of the era of rapid information circulation. Therefore, the unique advantage of the big data technology in the corresponding process is that it can find or extract useful information from the huge amount of data. In the rapid development process of the big data era, the second typical feature is that there are many types of data, which not only put forward new requirements for data processing capabilities for many enterprises and industries, but also, more importantly, put forward higher technical requirements for the application of data processing and data extraction technology in the development process of many enterprises. The three characteristics are fast speed and high timeliness, which is also the most obvious difference between big data technology and traditional data mining technology<sup>[2]</sup>.

#### **4. Connotation and significance of big data era**

In fact, the meaning or connotation of big data given by the media industry or other industries refers to the field of big data. In fact, it refers to the rapid extraction of valuable and useful information for the development of their own industries from various types of data. And the real meaning of big data in the process of applying big data technology in various industries is not that big data has huge data information, but that it specializes in the process of data analysis and data mining. Moreover, for today's media industry, the real value of big data lies not in the variety and complexity of data, but in the process of data analysis and data mining. The value of the data information extracted in the process of data extraction is the gold content of the enterprise.

#### **5. Challenges faced by the media industry in the context of big data**

With the rapid development of today's media industry and big data technology. Data is becoming an important core resource in the development process of the media industry. However, in recent years, the operation mode of the media industry in the process of development has not been able to match the key point of development with big data technology in the process of operation, which leads to the fact that the media industry cannot effectively apply big data technology in the application process of big data technology. Moreover, in the process of media industry development, the emergence and development of new media industry are closely related to today's information-based digital technology. Therefore, there are corresponding shocks and contradictions between the two for today's big data technology application.

##### **5.1 Pan-media impacts the development of traditional media industry.**

In the development process of traditional media industry, the media industry generally guarantees that the market can be controlled on the basis of the industry's own development through traditional means of communication such as television, newspapers, broadcasting, etc. But with the rapid development of information technology, network technology and corresponding mobile terminal technology, many new media communicators have gradually emerged in society. In the application process of these social media, the users are generally non-media workers. Social workers publish content directly through new media through their own views, viewpoints and ideas. This will also lead to the development of the media industry, the profit space of the media industry itself is compressed and the operating benefits are affected by pan-media. The overall development of the media industry has been seriously impacted.

##### **5.2 In the era of big data, people put forward higher requirements for media workers.**

In the development process of traditional media industry, because many workers or practitioners have strong professional skills, they also ensure that when news happens or events occur, as workers can timely rush to the scene to extract news information, but with the advent of today's big data era and the rapid development of Internet technology, many times people. They can publish information directly through their mobile phones or mobile terminals on the Internet. People can observe all the events happening in today's society at any time and in a timely manner, which will lead to a great impact on the work content of the media industry practitioners in the process of

working<sup>[3]</sup>. Therefore, as today's media practitioners, we must excavate and analyze today's news media content from a professional perspective, and strive to build their own data analysis capabilities and new media technology application capabilities, which also put forward higher requirements for practitioners.

### **5.3 In the era of big data, people put forward high demands on media content in the media industry.**

In the development of traditional media industry, the people are passive information receivers. But with the development of big data technology and new media network technology, the people gradually become the dominant information. People can publish corresponding news content, news information directly through their own mobile terminals from time to time, and even in today's network. In the overall development process, some people will also drive the rhythm of information exchange, which is the root cause of network violence. As today's media workers, in the process of news content design and media content design, they must also apply the new technology of big data, and then design carefully to ensure that the media content meets the needs of today's people and reflects the people's requirements.

## **6. Opportunities for the media industry under the background of big data**

### **6.1 Big data technology promotes the rapid development of media business**

The arrival of the era of big data indicates that big data has become a development standard nowadays. In China, the big data technology is not only a new resource utilization technology, but also a core application technology in the development process of the media industry. With the rapid development of network technology, the new service system of media e-commerce came into being in the process of development of media industry<sup>[4]</sup>. If in such a special period, the media industry can timely change its overall mode of operation, change the concept of development, and apply big data technology and big data concept to its own transmission work, it will be able to ensure the development of traditional media industry new opportunities and bring new business opportunities. Especially in the context of the rapid development of e-commerce nowadays, the media industry can make full use of the advantages or advantages of big data technology to establish cooperative shopping sites belonging to the media industry itself, which can not only expand the advertising business scope of the media industry itself, but also ensure that e-commerce can obtain more profits in the process of developing the media industry. .

### **6.2 Big data technology provides a new way to make profits for the media industry**

In the process of development, traditional media enterprises do not attach importance to the importance of data to a great extent. With the advent of the era of big data, media enterprises can make full use of their own advantages to conduct in-depth analysis and dissection of the collected data and information, extract the collected information, and package the valuable information in the media industry. This mode of operation and information after packaging can be applied to the development of enterprises themselves, and other enterprises can share information by selling or transferring. This can not only ensure the information after packaging, help their own enterprises develop rapidly, but also create more economic profits<sup>[5]</sup>.

### **6.3 Big data technology enlarges the influence of the media industry.**

In the process of operation and development of the media industry, the corresponding news content or media content set up by the media industry plays a vital role in the media industry. A news content with depth and value can better ensure that people pay attention to it, so as to improve the efficiency of the media industry or related news departments. With the advent of the era of big data and the application of big data technology, this technology can help the media industry to bring more news with rich forms and contents. Big data technology can get rid of the limitation of individual perspective to a certain extent, and through the relative analysis of big data technology, it can ensure that enterprises or media industry can truly grasp the effectiveness of the development

process. Information makes the value created by information become the driving force for the development of media industry itself.

## **7. What essence of traditional media industry should we retain in the era of big data**

### **7.1 The fundamental value of news**

First, the value of news itself. As today's media industry in the process of setting news content must pay attention to the value of the news itself. In the process of selecting news content, the media industry must ensure that news content can reflect the voices and needs of today's people, and even reflect the current social situation of the news, to ensure the effectiveness, rationality, rigorousness and science of news content. Only by sex can we truly ensure that the news content designed will bring certain benefits to the media industry<sup>[6]</sup>.

Second, the content of the media. In the process of media content selection, we must ensure the rational design of media content. Simply speaking, in the process of overall content design, as a media worker, the first thing we should choose is positive and energetic news content. Secondly, in the process of choosing the whole content, we should also ensure the effectiveness of the content when the media content is disseminated through the media. After going, the media content designed can have a positive impact on the people or the corresponding departments<sup>[7]</sup>.

### **7.2 Humanity care**

In the era of big data, what the media industry must also ensure is to maintain human concern in the process of media content, media and news selection. Simply speaking, in the process of the development of the whole industry, the selected news content and media content must be determined on the basis of the development of the grass-roots level of today's society. The media industry is publishing news content. In the process of cloth, it is necessary to ensure that the content involved can better reflect the current situation of life at the grass-roots level in today's society.

## **8. Conclusion**

This paper discusses the challenges and opportunities faced by the media industry in the era of big data. In the process of overall analysis, this paper introduces in detail the challenges faced by the media industry, and also discusses in detail how to help the media industry seize the opportunity. The arrival of the big data era not only promotes the rapid development of the media industry, but also helps all walks of life in our country get new development power resources. I hope that through the careful analysis of this article, we can promote the rapid development of China's media industry.

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